



IARI *reporter*

industrial advertising research institute

Vol. 3, No. 4

Aug-Sept 1961

INDUSTRIAL ADVERTISING EFFECTIVENESS
TO BE FEATURED AT
IARI'S 2ND ANNUAL RESEARCH FORUMS

October 18
The Plaza, New York

October 25
Sheraton-Blackstone, Chicago

A program especially geared to ways of increasing and ways of measuring advertising effectiveness has been planned by IARI's Research Forum Program Chairman, George Robertson, Manager-Advertising Administration & Research for General Electric's Industrial Sales Operation.

Feature subjects to be presented are:

1. Tested copy and layout techniques for increasing visibility and readership of industrial ads.
2. Taking advantage of market data to develop more effective industrial advertising programs.
3. Presenting a new, simple plan for reporting and interpreting ad readership scores.
4. How to build and maintain better industrial mailing lists ... key to direct mail effectiveness.
5. How to get better answers to the question: What do we get for what we invest in advertising?

Announcement will soon be made of the nationally known speakers who will present these topics in the morning sessions. Because of the enthusiastic response to last year's roundtable sessions, the afternoon's program will again be devoted to discussion groups with the Forums' speakers.

Since attendance will be limited at both Forums, those planning to attend are urged to contact IARI headquarters promptly. Registration fees including luncheon are \$20 for subscribers and \$25 for others.

HERE'S ONE WAY TO SELL THE NEED FOR ADVERTISING RESEARCH IN YOUR COMPANY

That managing executives of manufacturing concerns in this country are convinced of the values of research is shown by the annual expenditures of over \$10 billion for research in the development and improvement of products. The bulk of this research--which is expected to double within the next ten years--is for industrial products. And at the current level expenditures for product research represents nearly 3% of total manufacturing sales.

Because businessmen have long recognized that the problems of selling and distribution equal or outweigh those of production, the question can justifiably be asked--shouldn't proportionate attention be given to advertising and marketing research?

But how many industrial companies invest 3% of sales in making their sales techniques, market development and their advertising more effective? Or, closer to more prevalent practices, how many companies expend 3% of their advertising and sales development costs in research to increase the effectiveness of these operations?

For those companies that clearly see the value of research in these areas, IARI offers a basic research facility to its subscribing advertisers at an average cost of less than two tenths of one percent of the industrial advertising budget. Furthermore, the Institute is always available to confer with subscribers on research or related matters either on specific projects or general programs to increase the effectiveness of advertising and reduce the costs of selling. Are you taking advantage of these services?

PARTICIPATION IN REPEAT AD STUDY CONCLUDES WITH MARCH 1962 ISSUES

This is a final reminder to advertisers and agencies planning to enter test ads in the Repeat Ad Study which got underway the beginning of this year. Still available until testing is concluded with March 1962 issues is a large variety of testing cycles in many publications covered by readership services. IARI headquarters will be glad to provide latest information to those planning to participate in this study which should provide valuable information to all users of business publications.

Added to the listing of cooperating publications in the study is Architectural Forum which is studied by Readex every issue.

ARE YOU ONE OUT OF TEN WHOSE AD PROGRAM
IS BASED ON OVERALL COMPANY OBJECTIVES?

If you are, your company has probably made excellent use of IARI's Report #3, How to Establish the Budget for Advertising Industrial Products, --or you could use this report to appraise and improve your program.

Or perhaps you are among the 16% of industrial advertisers who have set ad objectives, but these objectives are not well integrated into your company's overall objectives and marketing objectives. Or perhaps you are among the 75% who have set no advertising objectives at all--as reported by John R. Sargent, partner in Cresap, McCormick & Paget, at an AIA workshop meeting this Spring.

In Mr. Sargent's depth survey of 32 companies there were a fair number of cases where the ad manager himself "was at fault in not exhibiting the proper qualities of business or marketing statesmanship." In other cases the findings showed that top management would welcome their ad managers' initiative in establishing overall company objectives for their programs and budgets.

Advertising managers who do recognize the importance of proper budget planning--and who also want to do a more effective job for their companies--will find that IARI's Report #3 describes in detail how to build programs based on objectives and how to present them for management's approval.

YOUR DIRECT MAIL LIST CAN ALSO SERVE
TO HANDLE MANY SPECIALIZED FUNCTIONS

One of the major findings of IARI's latest study, Building and Maintaining Industrial Direct Mail Lists, is the great variety of purposes which can be accomplished through the use of a good mailing list. The flexibility of direct mail and its speed of response make it an excellent medium for performing highly specialized functions or for dealing with situations requiring prompt action--provided of course the right list for the special purpose is at hand.

As an aid in building a list with your company's specific requirements in mind, see Chapter I of IARI's latest Report No. 10. The report then proceeds in describing how to procure and classify names--and maintain them currently accurate.

See next page for listing of new IARI subscribers.

NINE NEW SUBSCRIBERS
ADDED TO INSTITUTE MEMBERSHIP

The following companies and their official representatives have recently
subscribed to IARI services:

Associated Electrical Industries Limited, London
G. P. Vigart, Market Research Manager

The Connecticut Hard Rubber Co., New Haven
Walter P. Koval, Manager, Advertising & Sls Prom.

Hugh Dwight Advertising, Portland
Hugh D. Dwight, President

Ralph Gross Advertising, Inc., Akron
Ralph Gross, President

Leslie Co., Lyndhurst, New Jersey
Robert G. Lantz, Advertising Manager

Lignum-Vitae Products Corporation, Jersey City
Sam E. Gold, Secretary-Sales & Advertising Mgr.

Maclean-Hunter Publishing Corporation, Chicago
P. D. Allen, President

Merck Sharp & Dohme, West Point, Pennsylvania
Edward J. Connor, Advertising Mgr - Operations

Packard Instrument Company, La Grange, Illinois
Richard E. Kenton, Advertising Manager

